



WCPO

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ORDER

Print Date 10/29/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 311604 /

Original Date / Revision
10/27/12 10/27/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA Sked A 10.30-11.6

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1537

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
UNKWN	100%
WBQC	%
WCET	%
WCVN	%
WKON	%
WKRC	%
WLWT	%
WPTO	%
WSTR	%
WXIX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	145	\$97,019.00	\$114,140.00	0.00
Totals	145	\$97,019.00	\$114,140.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	145	\$97,019.00	\$114,140.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	WCPO	10/30/12	11/06/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	8	\$70.00	P-8	0.00	NM	9	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					8	\$70.00		0.00			
		Week: 11/06/12	11/12/12	-T-----					1	\$70.00		0.00			
2	WCPO	10/30/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	9	\$125.00	P-8	0.00	NM	9	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					9	\$125.00		0.00			
3	WCPO	10/30/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	14	\$400.00	P-3	0.00	NM	18	\$7,200.00



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Hiatus Dates

Original Date / Revision 10/27/12/ 10/27/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WCPO	10/30/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	14	\$400.00	P-3	0.00	NM	18	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					16	\$400.00		0.00			
Week:		11/06/12	11/12/12	-T-----					2	\$400.00		0.00			
4	WCPO	11/03/12	11/03/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$50.00		0.00			
5	WCPO	11/03/12	11/03/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	2	\$70.00	P-8	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					2	\$70.00		0.00			
6	WCPO	11/03/12	11/03/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$375.00		0.00			
7	WCPO	11/03/12	11/03/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					2	\$160.00		0.00			
8	WCPO	11/04/12	11/04/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$50.00		0.00			
9	WCPO	11/04/12	11/04/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$75.00	P-8	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					2	\$75.00		0.00			
10	WCPO	11/04/12	11/04/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					1	\$375.00		0.00			
11	WCPO	11/04/12	11/04/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S					2	\$375.00		0.00			
12	WCPO	10/30/12	11/06/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	4	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$300.00		0.00			
Week:		11/06/12	11/12/12	-T-----					1	\$300.00		0.00			
E 13	WCPO	10/30/12	11/05/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	MTWTF--	:30	4	\$100.00	P-8	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$100.00		0.00			
14	WCPO	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$600.00		0.00			
15	WCPO	10/30/12	11/05/12		CM	12-1p	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00



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Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
27	WCPO	11/05/12	11/05/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,500.00	P-2	0.00 NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	M-----	1		\$6,500.00		0.00					
28	WCPO	11/05/12	11/05/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$6,750.00	P-1	0.00 NM	1	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	M-----	1		\$6,750.00		0.00					
29	WCPO	10/30/12	10/30/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-T-----	1		\$5,000.00		0.00					
30	WCPO	10/31/12	10/31/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	--W----	1		\$5,000.00		0.00					
31	WCPO	11/01/12	11/01/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$800.00	P-8	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	---T---	1		\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WCPO	10/30/12-11/05/12		Thursday Prime C	10-11p		---Th-----	:30	(\$800.00)	0.00	NM			
See MG 31.2														
[CMA Awards]														
2	WCPO	10/30/12-11/05/12		CMA Awards	7p-12a		MTWThFSaSu	:30	(\$800.00)	0.00	NM			
Ⓜ See MG 31.3														
[CMA Awards are on 11/1]														
3	WCPO	11/01/12-11/01/12		CMA Awards	7p-12a		---Th-----	:30	\$4,000.00	0.00	NM			
Ⓜ MG for 31.2 11/02														
32	WCPO	11/02/12	11/02/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	----F--	1		\$6,000.00		0.00					
33	WCPO	11/04/12	11/04/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	-----S	1		\$5,000.00		0.00					
34	WCPO	10/30/12	11/05/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	6	\$900.00	P-3	0.00 NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF-S	6		\$900.00		0.00					
35	WCPO	10/30/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	4	\$500.00	P-3	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	MTWTF--	4		\$500.00		0.00					
36	WCPO	10/30/12	11/05/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	1111---	:30	4	\$50.00	P-8	0.00 NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/30/12	11/05/12	1111---	4		\$50.00		0.00					
37	WCPO	10/30/12	11/05/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	1-111--	:30	4	\$10.00	P-8	0.00 NM	4	\$40.00



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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
37	WCPO	10/30/12	11/05/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	1-111--	:30	4	\$10.00	P-8	0.00	NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	1-111--					4	\$10.00		0.00			
38	WCPO	11/04/12	11/04/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$375.00		0.00			
39	WCPO	11/03/12	11/03/12	ABC College Football g ABC College Football gai	CM	1158a-4p	-----S-	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$3,500.00		0.00			
40	WCPO	11/03/12	11/03/12	ABC College Football -g ABC College Football gan	CM	258-7p	-----S-	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$3,500.00		0.00			
41	WCPO	11/03/12	11/05/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$600.00		0.00			
42	WCPO	11/03/12	11/05/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$500.00		0.00			
43	WCPO	10/30/12	10/30/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$6,500.00	P-2	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-T-----					1	\$6,500.00		0.00			
44	WCPO	11/03/12	11/03/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$4,500.00		0.00			
N45	WCPO	10/30/12	11/06/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S-					1	\$250.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
N46	WCPO	10/30/12	11/06/12	M-F 1202-107a Jimmy K M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	2	\$50.00	P-8	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-TWTF--					2	\$50.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
N47	WCPO	10/30/12	11/06/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	MTWTF--	:30	4	\$10.00	P-8	0.00	NM	4	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					4	\$10.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			
N48	WCPO	10/30/12	11/06/12	Sunday Prime D Sunday Prime D	CM	10-11p	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S					1	\$3,000.00		0.00			
		Week: 11/06/12	11/12/12	-----					0	\$0.00		0.00			

